



November 2002

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The data provided in this bulletin is given solely as an information resource and does not imply endorsement by the U.S. Dept. of Commerce.

AUST-NZ

Export Opportunities Bulletin

U.S. Commercial Service Australia/New Zealand

U.S., AUSTRALIA ANNOUNCE TALKS ON FREE TRADE AGREEMENT

November 13, 2002 Press release.

CANBERRA - United States Trade Representative, Robert B. Zoellick, announced today he has formally notified Congressional leaders of U.S. objectives and goals for negotiations for a free trade agreement (FTA) with Australia. Zoellick made the announcement after meeting today with Australian Prime Minister, John Howard, and Trade Minister, Mark Vaile, in Canberra. The negotiations will begin 90 days after today.

"We believe the United States has much to gain in pursuing a negotiation with Australia. The increased access to Australia's market that an FTA would provide would further boost trade in both goods and services, enhancing employment opportunities in both countries," wrote Zoellick in the letter to Congressional leaders. "We plan to use our negotiation with Australia to strengthen these commercial ties and address barriers that U.S. exporters face today."

On Wednesday, November 13, President Bush provided Zoellick with the statutory authority to notify Congress of the Administration's intent to enter into negotiations with Australia.

An FTA with Australia also would further deepen the already close cooperation between the United States and Australia in advancing U.S. objectives for the multilateral negotiations currently underway in the World Trade Organization (WTO). "We believe that and FTA would further unite and strengthen the alliance of countries leading the effort toward global trade liberalization," Zoellick wrote.

A full copy of the letter can be found on the USTR website: www.ustr.gov

There is substantial business support on both sides of the "pond" for the FTA proposal. In July 2001, the American Australian FTA Coalition was established in the US and now has over 100 members including some of the US' most important corporations (<http://www.aaftac.com>).

Australian Visa and Immigration Issues:

What U.S. Business Visitors Need to Know

Benjamin Scott Balden

Email: Intern1.Sydney@mail.doc.gov

Business (Short Stay) Visas

The first most common visa for entry to Australia is a Business (Short Stay) visa. If businesspeople intend to be in Australia for three months or less, they are eligible for an Electronic Travel Authority (ETA) also known as an electronic visa, the electronic form of a short stay visa. This is not indicated as a stamp or sticker in your passport, but is instead issued electronically through over 300,000 travel agents, 75 airlines, or Australian diplomatic offices overseas. Business Visitors can even apply online at www.eta.immi.gov.au/index.html.

Business visitors must hold a valid passport from an approved country, which includes the U.S. The application fee is AUD\$20.00 (USD \$10.98). The ETA is good for an uninterrupted stay of three months in Australia. The ETA is also a multiple entry visa. Visitors may exit and enter Australia as many times as you wish within the next 12 months, but may not stay in Australia for an uninterrupted period of more than three months. Visitors are not allowed to work in Australia under an ETA. More information on business (short stay) visas can be found at www.eta.immi.gov.au/index.html and www.immi.gov.au/eta/index.htm

Business (Long Stay) Visas

This visa category covers stays longer than three months up to four years. This visa covers companies operating in Australia that wish to sponsor key overseas personnel; and reputable overseas companies currently not operating in Australia, but who wish to establish a new business which benefits Australia and intends to employ overseas personnel. This application can not be done electronically at this point although the applications can be found online at www.immi.gov.au/allforms/formlist.htm. Applications to stay in Australia for longer than three months is a more complicated process. Some of the application requirements include medical examinations, sponsorship and fees. More information on business (long stay) visas can be found at www.immi.gov.au/business/albe.htm

Two other visas are available for those who wish to stay longer and who qualify for special subclass categories: Independent Executive Category, and Established Business in Australia. For further information on visas to enter Australia, U.S. business visitors should visit the web site for the Department of Immigration & Multicultural & Indigenous Affairs of Australia at www.immi.gov.au. General travel information: www.immi.gov.au/visitors/index.html and Fact Sheets on immigration affairs <http://www.immi.gov.au/facts/index.htm>

Dear Trade Specialist,

The Commercial Service in Australia and New Zealand is expanding its service to all EACs, and your customers.

Here is the deal and it is ***FREE!***

Let us know what type of information you or your client are seeking and, if it is likely to take us around an hour or less to obtain, we'll do it for free – free, as in no charge, nada, gratis. We also guarantee to provide you with an initial response to your request within 24 hours.

Typical information we can provide includes:

- ❖ Advice on duty rates.
- ❖ General information on Australian standards.
- ❖ Publicly available information on Australian companies.
- ❖ Free lists of "unqualified" potential agents and other business contacts.

We think that nothing beats our IPSs or GKSs but understand that some clients just want an unqualified list of contacts. Our hope is that if such lists don't generate business for clients then they may be prepared to use our IPSs and/or other services.

The above is a simple guide. If it takes us less than one hour and doesn't cost us anything to obtain, we'll research your request for free. A quote will be provided under the Flexible Market Research service for requests, including multiple requests, that are likely to take more than one hour to complete.

In return, we ask for just one thing -- if any success stories come out of these actions, please let us know!

From all of us Down Under, we look forward to working with you and your clients. Happy Holidays and best wishes for a safe, healthy and prosperous New Year!

Greetings,

Bob Connan

Senior Commercial Officer



A Greener Australia

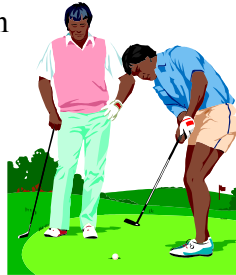


“And green can be cool and friendly-like.
And green can be big like an ocean,
or important like a mountain,
or tall like a tree.” *Kermit the frog.*

For information on the Environmental Industry in Australia, please contact John Kanawati
Email: john.kanawati@mail.doc.gov

Greener Golf Courses

Golf courses have strongly relied on chemicals since the 1950s, when the use of modern pesticides became common. In a recent media release, EPA Director General, Ms. Lisa Corbyn stated, "Golf courses rely heavily on fertilizer and pesticide applications and are large water users, which can potentially cause serious environmental damage if not managed effectively". The Urban Stormwater Education initiative is funded by the Stormwater Trust. The NSW Environment Protection Authority (EPA), is working with the Australian Golf Course Superintendents' Association to design and create a training course to promote sound environmental practice and will provide golf course superintendents with a forum for detailed discussion on environmental issues.



Further information on stormwater management for golf courses is available on the EPA website at:
www.epa.nsw.gov.au/stormwater/whatdo/local+councils/golf.htm

Information on The Australian Golf Course Superintendent's Association (AGCSA) can be found at www.agcsa.com.au

U.S. suppliers of environmental products with stormwater applications may also be interested in making contact with the Stormwater Industry Association (www.stormwater.asn.au) and the Australian Water Association (www.awa.asn.au).

Group to Investigate the Environmental Impact of Plastic Bags

Government, industry and community leaders recently met in Melbourne to discuss new options for reducing the impact of plastic bag waste on the environment. The special plastic bags working group, convened by the Environment Protection and Heritage Council (EPHC), will investigate the broad range of issues surrounding plastic bag use in Australia and advise governments on short- and long-term solutions for dealing with the plastic bag disposal problem. The group will also comment on a study being prepared by Environment Australia, which will examine the impacts of overseas levies on plastic bags.

Australians use more than six billion plastic bags every year. Less than one percent of plastic bags are re-used, with only 10 percent of Australian households taking their bags to a collection point, other than a landfill, for recycling.

The working group has formed two subgroups, one to investigate voluntary and legislative options, and the other to assess the effects of plastic bags and their alternatives. Outcomes from the working group will be used to assist the National Packaging Covenant Council in its recommendations for a national plan of action to encourage more people to reduce, re-use and recycle.

The Market for Desalination Technology - October 2002

A report prepared by Australia's Department of Agriculture suggests that desalination as an option for supplying drinking water and irrigation was expected to become more popular in Australia.

U.S. suppliers of desalination technology may find the following two reports of interest:

- *"Introduction to Desalination Technologies in Australia."* This report summarizes the technologies with the potential to provide a cost-effective way of managing salinity and water quality problems. The report also looks at what is being done overseas to address the problem.

- *"Economic and Technical Assessment of Desalination Technologies in Australia."* This report provides a more in-depth analysis of the economic and technical features of various desalination technologies. It also compares the costs associated with these technologies and ways they could be shared or offset.

Australia would appear to be a suitable location for such technology given the country's arid climate and the existence of isolated communities. However, the reports noted that Australia appears to have comparatively limited operational expertise in desalination. The main users of desalination technology in Australia are isolated mining towns, small communities and industrial processes such as power stations.



The major technology processes investigated in the reports were:

1. Membrane processes: Reverse Osmosis and Electrodialysis.
2. Distillation: Multi-Stage Flash Distillation, Multiple Effect Distillation, and Vapor Compression Distillation.
3. Alternative Processes: Renewable Energy Powered Conventional Desalination, Solar Humidification, Freezing, and Membrane Distillation.

The reports can be obtained directly from NAP's website at www.napswq.gov.au

Paper Industry Signs Eco-Efficiency Agreement

An Agreement signed recently by the Minister for the Environment and Heritage, Dr David Kemp, and the Executive Director of the Australian Paper Industry Council (APIC), Belinda Robinson, is set to improve the environmental performance of the paper and pulp industry.

The Eco-Efficiency Agreement with the US\$1.9 billion Australian paper industry commits APIC to a number of activities that include developing eco-efficiency indicators, conducting a study of the

greenhouse 'footprint' of the industry, and publishing its first environmental report.

The Eco-Efficiency Agreement is a three-year, voluntary agreement between the Commonwealth and a peak or sectoral industry association. Through the Agreement, an association and the Commonwealth agree to work together to promote Eco-Efficiency to the association's members.

The paper industry, which directly employs over 8,000 people across Australia, has already lifted its environmental performance. Since 1995, it has cut water use by 34.8 per cent and energy use by 37.3 percent per ton of production, partly due to technological innovations.

APIC's six member companies have been involved in Commonwealth environment initiatives in recent years, including the Greenhouse Challenge, the National Packaging Covenant, and the Energy Efficiency and Best Practice Program.

The APIC Agreement is the 25th Eco-Efficiency Agreement approved by the Howard Government. For more information on Eco-Efficiency Agreements, please visit the Environment Australia web site at: www.ea.gov.au/industry/eecp/agreements/index.html

PACKAGING SNIPPETS

DID YOU KNOW?

Some key statistics on the packaging industry from the Packaging Council of Australia:

- The value of packaging produced in Australia is US\$3.6-3.8 billion.
- About 30,000 people are directly employed.
- 65-70 percent of Australian packaging is used by the food and beverage sector
- Paper/board is the largest single packaging material followed by plastics, metal, and glass
- Australian owned companies are the dominant packaging manufacturers.

The Packaging Council sees major trends and influences over the next decade as the need to add consumer value; electronic business processes; cost reduction/supply chain management; environmental issues; and globalization.

For further information contact Patricia Matt, Industry Specialist, on Patricia.Matt@mail.doc.gov

Coming in the next issue of ANZEOB

"Paradise" in Asia:

Singapore, Australia and New Zealand

Business Opportunities and the Rugby World Cup 2003

Benjamin Scott Balden

Email: Intern1.Sydney@mail.doc.gov



Attendance: The Australian Rugby Union (ARU), the Host Union, estimates that 40,000 people and 4,000 media representatives will visit the state of New South Wales (NSW) over the seven-week period covered by the matches (October 10—November 22, 2003). The matches will be broadcast to an audience of over 3.3 billion viewers in more than 130 different countries. Thousands of international visitors are expected and many sponsors from the 20 individual rugby teams competing will also be in attendance. Key sponsors include Coca-Cola, Heineken, and Visa. A full range of both international and local corporations, businesses, industry and regional organizations will be in the cities hosting the events. Many states, particularly NSW, will host business centers.

Benefits: The Rugby World Cup 2003 is expected to translate into direct expenditure of around US\$190 million, and the creation of around 2,500 local jobs. Both local and foreign companies foresee business partnerships and deals to be forged from the 44-day sports event.

For U.S. businesses, the Rugby World Cup 2003 will provide an environment of a temporary pool of international businesses prepared to network and make deals.

Programs: The NSW state government is hosting the Rugby World Cup 2003-NSW Business Program. The NSW Department of State and Regional Development will provide a schedule of business networking events to match local businesses with international visitors.

Rugby Business Club Australia

www.austrade.gov.au/rugby

this website will go live early 2003. To receive regular updates, register now at the site on the expression of interest form.

For more information on major conferences in Australia in 2003, please see pp 11-12.

New Regulatory System to commence on October 5, 2002

The Australian medical devices industry plays an important role in Australia's health sector and in 2001 was a US\$1.1 billion industry. Australia is among the world leaders in ensuring high standard international regulation and is one of the five members of the Global Harmonization Task Force (GHTF) for medical devices along with the U.S., Canada, the European Union and Japan.

Before any medical device can be supplied in Australia, details must be included in the Australian Register of Therapeutic Goods (ARTG) which is regulated by the Australian Therapeutic Goods Administration (TGA).

A new harmonized system will be effective from October 5, 2002. After that time, all new medical devices will be required to comply with the new harmonized requirements, except a small group of products. Products that are currently exempt will have until October 4, 2004, to meet the new requirements. All medical devices currently approved for use in Australia will have five years (until October 4, 2007) to comply with the new requirements. The reforms will directly affect Australian importers, exporters and manufacturers of medical devices.

Main Changes: Most medical devices will be classified into one of five classes (I, IIa, IIb, III and Active Implantable Medical Devices – AIMDs). Each device class will have minimum requirements for safety and performance that must be met.

Information on the classification rules can be obtained from the TGA website:

<http://www.health.gov.au/tga/docs/html/devregdr.htm>

The new system is based on the principles and guidance documents agreed by the GHTF. Australian industry will benefit from timely access for innovative products, more transparent regulation and the removal of duplicate costs of having to meet different regulatory requirements in different countries. Further information can be obtained from the TGA website:

www.health.gov.au/tga/devices/devices.htm

or Industry Specialist, Monique Roos at:

monique.roos@mail.doc.gov

UPDATE FROM AOTEAROA... land of the long white cloud...

New "Import Transaction Fee" for New Zealand

Legislation covering the clearance of imported goods by New Zealand Customs has recently been amended. The main change is the introduction of a fee for import transactions, called an Import Transaction Fee due to be charged from December 1, 2002, and applied to:

- All commercial import entry and import declaration for goods with a duty and/or GST liability of NZ\$50 or more.
- Every private import declaration for goods with a value of NZ\$1,000 or more and with a duty and/or Goods and Services Tax (GST) liability of NZ\$50 or more.

There are some exemptions to the new fee (which is neither a tax nor a duty):

- Goods with a duty and/or GST liability of less than NZ\$50.
- Low value private imports not for resale and under NZ\$1,000 in value.

The fee's introduction is to help Customs manage increasing security expectations from its main trading partners. To counter-terrorism, New Zealand Customs is in the process of upgrading its existing technology and has plans to employ additional staff. Further legislative changes are in the pipeline as New Zealand responds to increased security expectations including a mandatory requirement on airlines, freight forwarders and others to supply electronic manifests in advance. This change will effect New Zealand exporters.

For further information, please contact Janet Coulthart in CS Wellington at janet.coulthart@mail.doc.gov

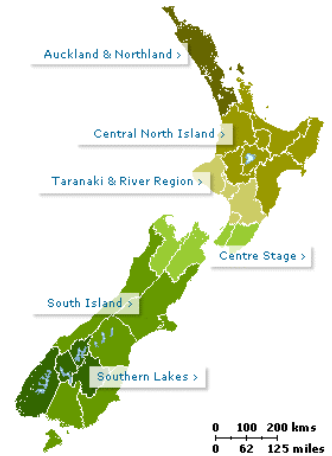


NZ Needs A New Ferry Terminal

New Zealand's two main islands known as the North and South Islands are

separated by a stretch of sea called the Cook Strait.

Passengers crossing the Strait are likely to travel from one island to the other by either two conventional ferries or a fast ferry service. Tranz Rail operates the three ferries under its Interisland Line. They currently operate between Wellington at the bottom of the North Island and Picton at the top of the South Island. The Interisland Line is the only passenger ferry service operating between the two islands, but other companies operate offering freight services.



The Plan: After a review of its fleet and its likely future configuration, the Interisland Line is re-examining moving its South Island ferry terminal from Picton to Clifford Bay (41 miles south of Picton).

Why?: The company's study identified that a more efficient and cost effective freight and passenger link would be created. In addition, the company expects significant gains are likely to be made in port and fuel costs.

Opportunity: Several infrastructure companies, including two port companies have expressed interest directly to Tranz Rail that they would like to develop the terminal facility which is expected to cost about NZ\$80 million (US\$37 million). Tranz Rail has not begun any negotiations as yet, but is interested in hearing directly from U.S. companies that may be interested in investing in this project:

Mr. Thomas Davis
Interisland Line Group Manager
Email: tdavis@interislandline.co.nz
Ph: 64 (4) 498-2059

Tourism New Zealand Update

NZ's current popularity is attributed to its outdoor attractions and its image as a safe destination for travelers. Tourism accounted for 9.7% of New Zealand's GDP in 2001 and supported more than 10% of jobs. Immediately following September 11, 2001, Tourism New Zealand launched a recovery campaign targeting the key markets of Australia, the USA, UK and Japan in an attempt to reassure travelers of New Zealand's relative safety as a destination. Visitor arrival numbers for the year ending September 2002 recorded an increase of 1.5% over September 2001.

Tourism New Zealand is forecasting short-term growth in visitor arrivals for the year to June 2003 of 7.9% or 2.11 million visitors. Spending by overseas tourists is expected to top NZ\$8 billion over the next five years. (Exchange rate: 1NZ\$ = 48 U.S. cents).

The increase in visitors is spurring growth in new hotels and hotel re-developments. Over the last month, Holiday Inn announced it is planning to open in 2004 its first North Island hotel and in Dunedin, Scenic Circles announced plans to redevelop its Dunedin City Hotel. The owner of Scenic Hotels has also announced that he plans for the Scenic Circle chain to increase from 16 hotels to 20 by the end of 2003. Expansion includes outright hotel purchases, building with developers and joint-venture arrangements.

The U.S. Commercial Service in New Zealand welcomes inquiries from U.S. companies for information on this market.

HOT OFF THE PRESS...

INDUSTRY SECTOR ANALYSIS

NEW ZEALAND'S BOOK SECTOR

Summary: The New Zealand book market was estimated to be US\$95 million in 2001. Book imports totaled US\$87 million last year and represented approximately 90 per cent of the total market. More than 80 per cent of book imports were sourced last year from Australia, the United States

and the United Kingdom, according to Statistics New Zealand, the official Government statistics agency. New Zealand's weak dollar through 2001 caused the price of book imports to rise. In some instances, booksellers absorbed the increases but mainly the extra costs were passed onto the end user. End users fall into three distinct groups: consumer, educational and library. The market is small and competitive.

New Zealand's 3.8 million people are avid readers of all types of books. Reading is encouraged at an early age, resulting in one of the highest reading achievement rates globally. Approximately 80 per cent of books are sold at the retail level. One company, WH Smith (trading as Whitcoulls), controls approximately half of the book market in New Zealand. New Zealand's largest discounter, The Warehouse, concentrates on the top 40 bestsellers which are sold at slightly less cost than other store outlets. Due to limited volume, books, even for the same title, can often be more expensive than in the United States.

Other distribution methods include mail order, book clubs and some Internet sales. While most booksellers have a promotional website, reduced Internet growth is causing many companies to review their web activities. Many New Zealanders are not comfortable with buying products over the Internet.

Technical and educational books are well represented from the United States. The outlook for U.S.-origin books is very good and best prospects include fiction, computer, Christian, educational and other books. The United States is New Zealand's second largest origin for books after Australia. The U.S. market share in 2001 was 29.19 per cent just behind Australia at 29.24 per cent.

For a copy of the full report please contact

janet.coulthart@mail.doc.gov



Gas Exploration Project in Queensland

Do you have clients who can provide project equipment including a drilling rig? Contact Noela Cain in CS Melbourne for more information on this project:

noela.cain@mail.doc.gov



Exploration strategy

The Maryborough Basin is a sparsely explored, primarily gas-prone sedimentary basin. Magellan, and its joint venture partners, acquired the ATP 613P exploration acreage in 1995, and have undertaken several phases of seismic data acquisition, which have defined attractive drilling prospects and leads.

The basin contains proven gas-bearing strata, mainly of Mesozoic age. Only four petroleum wells have been drilled in the 11,000 square kilometers of the onshore portion of the basin to date. It is planned to drill the wells under-balanced, using air/foam as the drilling fluid instead of conventional mud, to minimize formation damage to the low porosity reservoir sandstones, thereby enhancing the prospects of achieving gas flows at commercial rates. Magellan has experience in using this form of drilling at its Palm Valley gas field in Central Australia, where gas is stored in a reservoir in very low porosity, but naturally fractured sandstones. Depending on rig availability, it is planned to drill the first well early next year.

Homeland Security Conference in Australia

The first conference to be held on Homeland Security in Australia was attended by a capacity audience in Canberra October 31-November 1, 2002.

Some of the comments made by the speakers at this important gathering include:

- Everything and everyone is a target.

- Counter-terrorism has moved from the domain of the security manager to the boardroom.
- There is a need for greater liaison between the community and anti-terrorism agencies.
- All electronic systems, including security, are dependent on a power supply - Australia's major bank conducts 85 percent of its business on-line.
- The majority of Australia's private infrastructure is now privately owned, hence industry must play a key role.
- The Australian Government has allocated an additional US\$750 million for counter-terrorism.
- Shipping containers will undergo x-ray scanning in Australia, starting in November 2002. There are 4.14 million air cargo and 1.38 million sea cargo consignments in and out of Australia each year.
- Aviation security worldwide is undergoing security audits.
- Major capital expenditures are required to improve baggage screening.
- Australia hopes to extend its Advanced Passenger Processing system to other APEC economies.
- Large scale attacks on civilian targets pose significant new challenges for state law enforcement agencies.
- Opportunities exist to supply "sniffer" technologies to security agencies.
- Private sector security protection should be built into building code approvals.

Further information may be obtained from Phil Keeling, Senior Commercial Specialist at phil.keeling@mail.doc.gov



The E-Commerce Market in Australia

Benjamin Scott Balden

Email: Intern1.Sydney@mail.doc.gov

A recent report by the Allen Consulting Group and commissioned by Cisco Systems estimated that Australia's Internet economy has risen to US\$24 billion and now accounts for 6.4 percent of Australia's GDP. The report found that revenue generated online by Australian businesses was growing at 33 percent a year and would rise to over US\$62 billion—or the equivalent of 16 percent of the economy—in three years.

Press reports, however, cited warnings by economists that the findings could overstate the Internet's impact. The economists noted that if the findings were true, it would make the Internet sector the fourth or fifth largest in the economy. Huw McKay of Westpac told the Australian Financial Review that he would estimate the online economy at around one percent, which in itself is still large.

The report also stated that 70 percent of simple banking tasks such as viewing bank accounts and transferring funds between accounts were now conducted online in Australia. This is double the level of similar activity in the U.S. The study also found that:

- 95 percent of Australian businesses were connected to the Internet,
- 72 percent had a website,
- 55 percent used online purchasing,
- 48 percent engaged in some form of online sales, and
- 21 percent were using e-learning to educate employees.

The report further asserted that online income was growing at an annual rate of approximately 33 percent. It also estimated that the average cost saving for businesses using the Internet came to two percent of total business costs.

Internet connectivity, in general, has increased in Australia. According to the Australian Communications Authority, the number of small Australian businesses using the Internet increased by 10 percent over the last 12 months. Ninety-nine percent of small businesses and 58 percent of households now have Internet connections.

The opportunities for online products are growing for the Australian market. A market once thought to be weary of buying online is seen as a great growing opportunity.

For further information on computer services and equipment please contact:

Duncan Archibald

duncan.archibald@mail.doc.gov

Conference Notes

If you discover that your clients are planning to attend any of these, or other conferences in Australia, please let them know we stand ready to arrange counseling sessions, Gold Keys or other assistance they may require! Just call us on: 61-2-9373-9205 or write to us at: sydney.office.box@mail.doc.gov

With beautiful venues and ideal climate, Australia is a mecca for international conferences, which this year includes:

Name: 2003 Asia Pacific Cities Summit
Where: Brisbane, Queensland
Begins: April 13, 2003
Ends: April 16, 2003
URL: www.apcsummit.org/

Name: 2003 World Marketing Congress
Where: Perth, Western Australia
Begins: June 11, 2003
Ends: June 14, 2003
URL: www.ams-web.org

Name: Rotary International 2003 World Convention
Where: Brisbane, Queensland
Begins: June 1, 2003
Ends: June 4, 2003
URL: www.rotary2003.org

Name: AusBiotech 2003
Where: Adelaide, South Australia
Begins: August 16, 2003
Ends: August 19, 2003
URL: www.ausbiotech.org

Name: Rugby World Cup 2003
See pages 6.

Further conference listings can be found at the following web sites:

Association of Australian Convention Bureau
Australia Tourist Commission
Adelaide Convention & Tourism Authority
Brisbane Convention Bureau & Brisbane Marketing
Cairns & Region Convention Bureau
Canberra Convention Bureau
Gold Coast Convention Bureau
Melbourne Convention & Visitors Bureau
New South Wales Convention Bureau
Northern Territory Convention Bureau
Perth Convention Bureau
Sunshine Coast Convention Bureau
Sydney Convention & Visitors Bureau
Tasmanian Convention Bureau
Tourism Whitsundays Conventions and Incentives Unit
Townsville Convention Bureau

www.aacb.org.au/
www.meetings.australia.com
www.visit.adelaide.on.net
www.brisbanetourism.com.au
www.cairnsconventionbureau.com
www.canberraconvention.com.au
www.goldcoastconventions.com
www.mcvb.com.au
www.nswcb.com.au
www.ntconventions.com.au
www.pcb.com.au
www.sunshinecoast.org
www.scvb.com.au
www.tasmaniaconventions.com
www.whitsundayinformation.com.au
www.townsvilleonline.com.au

Others:

www.australia.com
www.meetingplace.com.au
www.ice.im.com.au/calendar.asp
www.coastshop.com.au/business/1Brisbane_conventions.htm
www.reedexpo.com.au/calendar/2003.htm

Other Major Trade Shows in Australia for 2003

AUSTRALIA'S INTERNATIONAL AIR SHOW AND AEROSPACE EXPO (USA Pavilion)

Date: February 11-16, 2003
Location: Melbourne
Email: expo@airshow.net.au
Web site: www.airshow.net.au

TCF INTERNATIONAL, HOMEWARE & FURNISHING INTERNATIONAL AND GIFTWARE INTERNATIONAL

Date: May 6-8, 2003
Location: Melbourne
Email: tcf@ausexhibit.com.au
Web site: www.ausexhibit.com.au

APA AUSTRALIAN BOOK FAIR

Date: June 19-20, 2003
Location: Sydney
Email: info@expertiseevents.com.au
Web site: www.expertiseevents.com

DESIGNBUILD AUSTRALIA

Date: May 25-28, 2003
Location: Sydney Convention and Exhibition Centre, Sydney
Email: designbuildexpo.com.au
Web site: www.designbuildexpo.com.au

COMDEX/NETWORLD + INTEROP/IT EXPO

Date: March 4-6, 2003
Location: Sydney Exhibition Center, Darling Harbour
Web site: www.key3media.com.au

CEBIT AUSTRALIA IT and telecommunications markets.

Date: May 6-8, 2003
Location: Sydney Exhibition Center, Darling Harbour
Web site: www.cebit.com.au

CIVENEX 2003

Construction Industry
Date: May 2003
Location: Sydney Showground, Homebush, Sydney
Email: info@civenex.com
Web site: www.civenex.com

MELBOURNE BEAUTY EXPO 2003

Date: May 10-11, 2003
Location: Melbourne Exhibition Center
Email: mbe@eventuate.com.au
Web site: www.melbournebeautyexpo.com

EDUTECH

Education and training technology
Date: August 10-12, 2003

Location: Melbourne
Email: ryan.percy@dmgworldmedia.com.au

Web site: www.edutechshow.com.au

DISTRIBUTION 2003 - TRANSMISSION & DISTRIBUTION

Electricity and gas transmission and distribution industries.
Date: November 17-21, 2003
Location: Adelaide
Email: wscn@convention.net.au
Web site: www.d2001.net

FRANCHISING AND BUSINESS OPPORTUNITIES EXPO

Date: April 11-13, 2003
Location: Sydney Convention & Exhibition Center
Email: franchising@ausexhibit.com.au
Web site: www.ausexhibit.com.au

TCF INTERNATIONAL/GIFTWARE INTERNATIONAL/HOMEWARE & FURNISHING INTERNATIONAL

Date: May 6-8, 2003
Location: Melbourne Exhibition and Convention Center
Frequency: Annual
Email: tcf@ausexhibit.com.au
Web site: www.ausexhibit.com.au

NATIONAL MANUFACTURING WEEK 2003

Date: May 20-23, 2003
Location: Melbourne Exhibition & Convention Center

Email: john.delpech@reedexhibitions.com.au
Web site: www.nmw.reedexpo.com.au

HOTEL AUSTRALIA

Hotel, Motel and Restaurant Equipment Exhibition
Dates: September 1-4, 2003
Location: Sydney Convention & Exhibition Center, Sydney, NSW
Email: food@ausexhibit.com.au
Website: www.ausexhibit.com.au

ASIA PACIFIC'S INTERNATIONAL MINING EXHIBITION (AIMEX) 2003

Date: September 9-12, 2003
Location: Sydney Showground, Olympic Park
Email: chris.ghosh@reedexpo.com.au
Web site: www.aimex.reedexhibitions.com.au

AUSPACK 2003

Packaging Equipment
Date: September 30-October 3, 2003
Location: Melbourne
Email: auspack@sydney.etf.com.au
Web site: www.auspack.com.au

SYDNEY INTERNATIONAL BOAT SHOW

Dates: July 31-August 5, 2003
Location: Sydney Convention and Exhibition Center
E-mail: info@sydneyboatshow.com.au
Web site: www.sydneyboatshow.com.au

OZWASTE TRADE EXHIBITION 2003

Date: November 8-14, 2003
Location: Melbourne
Email: quitz@bigpond.net.au
Web site: www.awaozwater.net

PRINTEX 03

Date: May 29-31, 2003
Location: Sydney
Email: printex@reedexpo.com.au
Web site: www.reedexpo.com.au

ASIAL SECURITY EXHIBITION & CONFERENCE

Date: July 8-10, 2003
Location: Sydney Convention & Exhibition Center
Email: leonie@asial.com.au
Web site: www.asial.com.au

VISIT USA DESTINATION AND PRODUCT SEMINARS

Trade shows aimed at educating retail travel agents on U.S. destinations and products.
Date: February 3-6, 2003
Locations: Sydney, Brisbane, Melbourne, and Perth
Email: barry@cameobookings.com.au

See next page



2003 VISIT USA SEMINARS IN AUSTRALIA



As a market for U.S. tourism, Australia is the tenth major source of international visitors. The U.S. ranks as the leading long-haul destination for Australian travelers with approximately ½ a million Australians visiting the U.S. each year. Australians visiting the U.S. are characterized by long stays (averaging 23 days) and high spending.

The Visit USA Destination and Product Seminars are a major event in Australia's travel industry calendar. The Seminars are proven performers and have over the past years established themselves as a cost-effective way for U.S. based travel suppliers to effectively market their products and destinations. The 2002 Seminars reached over 1,700 travel agents.

VISIT USA SEMINAR OBJECTIVES

- To educate retail travel agents and tour operators in exhibitor destination and products in the U.S
- To stimulate interest and create greater visitor numbers to the U.S.

U.S. COMMERCIAL SERVICE BOOTH

The U.S. Commercial Service in Australia is organizing a literature distribution booth at the Seminars and will be pleased to showcase your destination/attraction in the Australian market.

COST

Be a part of our booth for US\$650. The U.S. Commercial Service will:

- Represent and promote your destination/attraction/product
- Distribute your literature to Australian retail travel agents

DATES

Perth Feb 3, Melbourne Feb 4, Sydney Feb 5, & Brisbane Feb 6

The seminars are organized by the Visit USA Organisation, Australia, an official USNTTO Visit USA Committee.

U. S. Commercial Service, AmericanConsulate General, Level 59 MLC Centre, 19-29 Martin Place, Sydney, NSW 2000, Australia.
Tel: 61 2 9373 9210 Fax: 61 2 9221 0573 Email: Monique.Roos@mail.doc.gov Website: www.csaaustralia.org



2003 VISIT USA SEMINARS AUSTRALIA



TO: Monique Roos, U.S. Commercial Service
Fax: 61 2 9221 0573

From: Name: _____

Company: _____

- ☐ Yes, we would like to participate in the U.S. Commercial Service booth.

PAYMENT

- ☐ Please charge our Credit Card for US\$650: (Mastercard, Visa, Amex, Discover)

Cardholder Name: _____

Cardholder Number: _____

Expiry Date: _____

Signature: _____

- ☐ We prefer to pay by check. Please provide payment instructions.

FORM AND PAYMENT MUST BE RECEIVED BY

December 6, 2002

U.S. Commercial Service
U.S. Mail Address: PSC 280, Unit 11024, APO AP 96554-0002
Street Address: Level 59, MLC Centre, 19-29 Martin Place, Sydney NSW 2000, Australia
Tel: 61 2 9373 9210 Fax: 61 2 9221 0573 Email: Monique.Roos@mail.doc.gov